



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, FL 33139, www.miamibeachfl.gov

OFFICE OF MARKETING & COMMUNICATIONS, Tel: 305.673.7575

Tonya Daniels, E-mail: tonyadaniels@miamibeachfl.gov

Melissa Berthier, E-mail: melissaberthier@miamibeachfl.gov

PRESS RELEASE

FOR IMMEDIATE RELEASE

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The City of Miami Beach Turns Pink! *—In Honor of Breast Cancer Awareness Month—*

Miami Beach, FL — Breast cancer is the second most common cancer among women in the United States — with an estimated 250,000 new cases diagnosed each year and 42,000 deaths. The City of Miami Beach wants to help decrease these statistics by shining a spotlight on Breast Cancer Awareness Month.

Starting tomorrow through the month of October, the city's website and social media platforms will turn pink along with various municipal buildings, including City Hall, Police Headquarters and Fire Station No. 2 in honor of Breast Cancer Awareness Month. City staff and elected officials will also be using the American Cancer Society "Making Strides Against Breast Cancer" background for the October City Commission Meeting.

"Our city's efforts will demonstrate support for those fighting this vicious disease and will hopefully remind others how important it is to go to the doctor regularly for screenings," said Commissioner Micky Steinberg.

City employees will also be participating in the American Cancer Society Making Strides fundraiser, and the Miami-Dade County Association of Chiefs of Police annual photo of pink police vehicles will have the urban-island's iconic beach as the background this year. Additionally, Miami Beach Police and Code Compliance officers will be providing pink masks to hand out while they're making rounds in the community.

"The fight against breast cancer is deeply personal to me as I, like too many others, have dear friends and family who have fought this battle," added Assistant City Manager Alina Hudak. "Unfortunately, COVID-19 has only made this fight even more difficult — yet I am grateful our city is taking a symbolic stand in a variety of ways against this terrible disease, which affects one in eight women at some point in their lives."

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